

THE COUNTRY GENTLEMAN September 24, 1921 THE COUNTRY GENTLEMAN

For One Cent

APPLY COMPANIES from 1918... What One Cent Will Do...
 holds in the evening, with... for... Delco-Light will...
 at short... include... for... of...

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
SEPTEMBER 24					

25 Styles & Sizes \$250 up

Dependable
DELCO-LIGHT

Mail this Coupon

Please send me more information about Delco-Light, including your literature, and enclosing a tag to your nearest Delco-Light dealer.

Note how Delco-Light inquiries jumped following this advertisement in *The Country Gentleman*

“90% of Our Business is With Farmers”

writes the Delco-Light Company of Dayton, Ohio.
“And our business is good. Both inquiries and sales are increasing.

“The rising standard of the farm home makes it one of the greatest new markets of this generation.

“Delco-Light advertises regularly in THE COUNTRY GENTLEMAN because it reaches farm families in all parts of the country who are likely to require modern home equipment. It is our leading producer of inquiries.”

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA
The Saturday Evening Post The Ladies' Home Journal The Country Gentleman